

MILITARY IN LASTING TRIBUTE **LOGO USAGE**

Formats

High Resolution Logo



Small Version Logo



Web Version Logo



Reverse Logos



Colors

HEX 355e93
RGB 53/94/147
CMYK 64/36/0/42
PMS 653C

HEX aebfd4
RGB 174/191/212
CMYK 18/10/0/17
PMS 651C

HEX d02c2f
RGB 208/44/47
CMYK 12/97/92/3
PMS 711C

HEX 1e3565
RGB 30/53/101
CMYK 98/85/36/27
PMS 534C

Application and Minimum Sizing

For print, letter-sized PDFs or high-quality presentations, use the **high resolution logo**. Use the measurements here as the absolute minimum sizes the logos can be shown and still maintain legibility.

For the **small version logo**, use this if "U.S Department of Defense" could become illegible. This can be typically found in small-space reproductions like business cards or on-screen presentations.

For the **web version logo**, use for web-based applications, social graphics, digital banners or any other media where the legibility of the DOD logo icon will be compromised.



3.5" OR 750 pixels



2" OR 500 pixels



200 pixels

Minimum Margin of Clearance

To preserve the integrity of the logo, always present the logo artwork with minimum clear space intact. Minimum clear space on all sides of the logo is equal to the square height of the word "IN." Do not place text or other design elements within this margin around the logo.



Incorrect Usage

Use the artwork and colors as provided.

Do not alter the logo artwork in any way.

Do not remove, reposition, crop or obscure any part of the logo.

Do not skew, stretch or distort the mark. Logo artwork may be resized proportionally, providing that the final size is legible (see minimum size restrictions).

Do not apply the logo to visually competitive backgrounds or patterns.

